

## Message Text

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ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 CIAE-00 INR-10 NSAE-00 /031 W  
-----049267 091008Z /20

R 081815Z MAY 78  
FM AMEMBASSY BONN  
TO USDOC WASHDC  
AMCONSUL DUSSELDORF  
INFO SECSTATE WASHDC 8342  
USMISSION USBERLIN  
AMEMBASSY BERN  
AMCONSUL BREMEN  
AMEMBASSY BRUSSELS  
AMCONSUL FRANKFURT  
AMEMBASSY THE HAGUE  
AMCONSUL HAMBURG  
AMCONSUL MUNICH  
AMEMBASSY PARIS  
AMEMBASSY STOCKHOLM  
AMCONSUL STUTTGART  
AMEMBASSY VIENNA

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C O R R E C T E D C O P Y ADD EO, TAGS, SUBJ

FRANKFURT ALSO FOR USTS

USDOC FOR PROJECT OFFICER JIM NADER, ROOM 2322

E.O. 11652: N/A  
TAGS: BEXP GW  
SUBJECT: OCTOBER 1-15, 1978 VISIT TO USA BY GERMAN  
FURNITURE IMPORTERS, WHOLESALERS AND RETAILERS

REF: (A) 1977 BONN 19620, (B) 1977 USDOC 23505,  
(C) BONN 03236  
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1. SUMMARY: AS REPORTED REFS (A) AND (B) GROUP OF  
15 - 35 MEMBERS GERMAN FURNITURE ASSOCIATION  
(ACRONYM "BEV") SEEKS LIMITED USDOC ASSISTANCE FOR  
OCTOBER 1 - 15, 1978 STUDY AND BUYING TRIP TO US.  
GROUP'S TWO MAIN QUESTIONS ARE (A) HOW IS FURNITURE  
RETAILED AND LEASED IN US, (B) WHAT AMERICAN FURNITURE

CAN SELL BEST IN GERMAN MARKET. USDOC ACTION  
REQUESTED ( PLEASE REPLY BY FRIDAY MAY 12, 1978):  
(A) AGREE BRIEF GROUP AT 1500 HRS TUESDAY, OCTOBER  
THIRD IN MAIN COMMERCE BUILDING WASHDC.  
(B) IDENTIFY INTERESTED US TRADE ASSOCIATIONS AND  
JOURNALS.  
(C) ALERT USDOC DISTRICT OFFICE STAFFS TO GROUP'S  
ITINERARY.  
(D) ARRANGE APPOINTMENTS FOR GROUP ON FOLLOWING DATES:

MONDAY, OCT 2 NEW YORK: AFTERNOON: SELECTED  
DEPARTMENT STORE AND FURNITURE  
STOREHOUSE ( E.G. SLOANE)

TUESDAY, OCT 3 WASHINGTON: 1500 HRS BRIEFING  
AT USDOC

WEDNESDAY, OCT 4 HIGH POINT, N.C. AFTERNOON:  
VISIT FAIRGROUNDS

THURSDAY, OCT 5 NEW ORLEANS: WICKERS CORP-  
ORATION HOME CENTER

TUESDAY, OCT 10 MORNING: SANFRANCISCO FIRM  
"RETAIL STORES SERVICE INC."  
AFTERNOON: WESTERN FURNITURE

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MERCHANDISE MART.

FRIDAY, OCT 13 CHICAGO: MORNING: SEARS OR  
MONTGOMERY MART.  
AFTERNOON: TRADE MART AND  
MERCHANDISE MART. END SUMMARY

2. ON BEHALF OF ITSELF AND CONGEN DUSSELDORF  
EMBASSY COMMERCIAL STAFF MET MARCH 31 AND ON APRIL 17,  
1978 AND HAS SPOKEN FREQUENTLY SINCE WITH BOTH  
REPS OF FEDERAL LEAGUE OF GERMAN PURCHASING  
COOPERATIVES (ACRONYM: "BEV") OF COLOGNE AND WITH  
TRAVEL AGENT INTER AIR VOSS-REISEN OF FRANKFURT.  
FYI: BEV AND VOSS-REISEN HAD GREAT DIFFICULTY  
NAILING DOWN FINAL ITINERARY.

3. BEV GROUP'S ITINERARY IS NOW FIRM AS FOLLOWS:

OCTOBER 1 - SUNDAY 1040 DEPART FRANKFURT PAN  
AM - SEEN OFF AT FRANKFURT  
BY MISSION COMMERCIAL OFFICER  
1605 ARRIVE NEW YORK

OCTOBER 2 - MONDAY NEW YORK: MORNING: BEV IS  
ARRANGING MEETINGS AT THE  
GERMAN/AMERICAN CHAMBER OF  
COMMERCE NEW YORK WITH  
EXPERTS OF THE US FURNITURE

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ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 CIAE-00 INR-10 NSAE-00 /031 W  
-----044296 081833Z /43

R 081815Z MAY 78  
FM AMEMBASSY BONN  
TO USDOC WASHDC  
AMCONSUL DUSSELDORF  
INFO SECSTATE WASHDC 8343  
USMISSION USBERLIN  
AMEMBASSY BERN  
AMCONSUL BREMEN  
AMEMBASSY BRUSSELS  
AMCONSUL FRANKFURT  
AMEMBASSY THE HAGUE  
AMCONSUL HAMBURG  
AMCONSUL MUNICH  
AMEMBASSY PARIS  
AMEMBASSY STOCKHOLM  
AMCONSUL STUTTGART  
AMEMBASSY VIENNA

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INDUSTRY ASSOCIATIONS,  
RETAILERS AND JOURNALS  
AFTERNOON: BEV REQUESTS USDOC  
ARRANGE VISIT TO SELECTED  
DEPARTMENT STORES AND SLOANE.  
ADVISE TIME AND PLACE OF  
MEETINGS AND NAME OF CONTACT.

OCTOBER 3 - TUESDAY MORNING: FLY NEW YORK TO

WASHINGTON

AFTERNOON: 1500 HRS BRIEFING

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AT USDOC AND MEETING WITH  
SELECTED FURNITURE INDUSTRY  
PERSONALITIES INVITED BY  
USDOC (PROPOSED REF B)

OCTOBER 4 - WEDNESDAY MORNING: 0925 DEPART WASHINGTON PI FLT 903 FOR  
WINSTON SALEM ARRIVES 1144. DRIVE  
BY BUS TO HIGH POINT. BEV IS  
ARRANGING TO MEET GERMAN  
MANUFACTURERS IN HIGH POINT.  
USDOC IS ASKED TO CLEAR VISIT  
TO HIGH POINT FAIRGROUNDS FOR  
LATE AFTERNOON. 1900 DRIVE  
TO CHARLOTTE.

OCTOBER 5 - THURSDAY 0825 DEPART CHARLOTTE ON DL  
1117. ARRIVE NEW ORLEANS 1015.  
AFTERNOON: BEV ASKS USDOC  
ARRANGE VISIT TO WICKES  
CORPORATION HOME CENTER.

OCTOBER 6 - FRIDAY FLY NEW ORLEANS TO LAS VEGAS  
SIGHTSEEING.

OCTOBER 7 - SATURDAY VISIT GRAND CANYON

OCTOBER 8 - SUNDAY 1010 DEPART LAS VEGAS BY  
WESTERN AIRWAYS ARRIVE SAN  
FRANCISCO 1126.

OCTOBER 9 - MONDAY SAN FRANCISCO SIGHTSEEING

OCTOBER 10 - TUESDAY SAN FRANCISCO MORNING: BEV  
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ASKS USDOC ARRANGE VISIT TO  
RETAIL STORES SERVICE INC.  
WITH DISCUSSIONS.  
AFTERNOON: USDOC TO ARRANGE  
VISIT TO WESTERN FURNITURE  
MERCHANDISE MART.

OCTOBER 11 - WEDNESDAY BEV IS ARRANGING SAN FRANCISCO  
VISIT TO FURNITURE STORE  
BREUNERS OF KROEHLER GROUP.

OCTOBER 12 - THURSDAY FLY SAN FRANCISCO TO CHICAGO.

OCTOBER 13 - FRIDAY CHICAGO MORNING: USDOC TO  
ARRANGE VISIT TO SEARS OR  
MONTGOMERY MART WITH DIS-  
CUSSIONS.  
AFTERNOON: USDOC TO ARRANGE

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ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 CIAE-00 INR-10 NSAE-00 /031 W  
-----044290 081834Z /43

R 081815Z MAY 78  
FM AMEMBASSY BONN  
TO USDOC WASHDC  
AMCONSUL DUSSELDORF  
INFO SECSTATE WASHDC 8344  
USMISSION USBERLIN  
AMEMBASSY BERN  
AMCONSUL BREMEN  
AMEMBASSY BRUSSELS  
AMCONSUL FRANKFURT  
AMEMBASSY THE HAGUE  
AMCONSUL HAMBURG  
AMCONSUL MUNICH  
AMEMBASSY PARIS  
AMEMBASSY STOCKHOLM  
AMCONSUL STUTTGART  
AMEMBASSY VIENNA

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VISIT TO TRADE MART AND  
MERCHANDISE MART.

OCTOBER 14 - SATURDAY FLY FROM CHICAGO VIA NEW YORK TO FRANKFURT.

OCTOBER 15 - SUNDAY 1005 ARRIVAL IN FRANKFURT.

4. GROUP GOALS

GROUP WISHES TO LEARN FROM US PARTIES ACTIVE IN UNCLASSIFIED

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THE FURNITURE TRADE. (A) HOW FURNITURE IS RETAILED IN THE USA, WITH SPECIAL ATTENTION TO ROLE OF DEPARTMENT STORES AND PRODUCT EXHIBITIONS IN AMERICAN MERCHANDISING AND NOVEL (FOR FRG) AMERICAN CONCEPT OF RENTING OR LEASING FURNITURE; (B) WHAT AMERICAN FURNITURE WILL SELL IN GERMAN MARKET PLACE.

5. AS OF MAY 8, 20 BEV MEMBERS ARE COMMITTED TO US VISIT.

6. ACTION REQUESTED

(A) AS SUGGESTED REF B, GROUP WISHES VISIT USDOC WASHINGTON 1500 HRS TUESDAY OCTOBER THIRD FOR GENERAL BRIEFING ON THE US FURNITURE INDUSTRY AND ESPECIALLY ITS RETAILING ASPECTS. WOULD BE GRATEFUL IF USDOC COULD ALSO INTRODUCE LEADING PRIVATE SECTOR PERSONALITIES TO GROUP AT THIS TIME. (B) PLS CABLE BY FRIDAY MAY 12 ADDRESSES OF RELEVANT US TRADE ASSOCIATIONS OR BUSINESS GROUPS AND TRADE MAGAZINES WITH WHICH GROUP CAN CORRESPOND NOW AND POSSIBLY MEET IN OCTOBER AT APPROPRIATE POINTS IN ITINERARY. (C) INFORM USDOC DISTRICT OFFICES OF GROUP'S ITINERARY AND ARRANGE VISITS AS REQUESTED IN PARA THREE ABOVE. STOESEL

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## Message Attributes

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**Review Markings:**  
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